# GOVERNMENT OF INDIA
# INFORMATION AND BROADCASTING
# LOK SABHA

UNSTARRED QUESTION NO:2982
ANSWERED ON:21.03.2002
TELECAST OF EDUCATIONAL PROGRAMMES ON PRIVATE CHANNELS
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**Will the Minister of INFORMATION AND BROADCASTING be pleased to state:**

(a) whether the Prasar Bharati Chairman criticised private television channels for telecasting `idiotic` programmes;

(b) if so, whether not a single Indian private television channel is telecasting educational programmes with science and technology as focus;

(c) whether the Government are considering to prescribe any norms to ensure the telecast of educational programmes by all the television channels;

(d) if so, the details thereof;

(e) if not, the reasons therefor;

(f) whether Prasar Bharati is aiming at providing a new concept of education called `edutainment` a mix of education and entertainment; and

(g) if so, the details thereof?

## Answer

THE MINISTER OF INFORMATION AND BROADCASTING (SMT. SUSHMA SWARAJ)

(a): Prasar Bharati has informed that Chairman, Prasar Bharati had stated that private channels,being primarily driven by profit motive, mostly telecast entertainment programmes which neither carry any social message nor have social relevance.

(b): Such information about Private Television Channels is not maintained by the Government.

(c) No Sir.

(d) Does not arise.

(e) There are no legal provisions for precensorship of programmes or for directing private channels to telecast a particular genre of programmes.

(f) & (g): Prasar Bharati has introduced the concept of education through entertainment,or `edutainment`, through its channel DD-Bharati. The programming mix of this Channelconsists of children`s programmes and segments relating to health, culture, literature, dance and other performing and fine arts.